In this story we watch how the lack of respect for scientific and clinical validation is destroying the industry of Natural Medicine.

Major Homeopathic Company HEEL to Leave USA & Canada
The German companies HEEL are the manufacturers of a world-renowned collection of homeopathic formulas, including TRAUMEEL and ZEEL, and sadly, starting September 1, 2014, they will be leaving North America. They are leaving North America as a result of some class action lawsuits filed against them by skeptics of homeopathy who claimed that HEEL was falsely advertising their products.

If a manufacturer or sales person makes claims for a product they can be challenged to validate and verify those claims in court by any lawyer who wishes to challenge you. In Germany this is called Abmahnung. In America a lawyer can challenge a manufacturer claim in court. The burden of proof is on the company or sales person making the claim. If you cannot validate your claims you will lose.

The law requires that all manufacturer sales claims need to be scientific and clinically validated and or verified. If not false advertising can be proven. And you will be required to pay the lawyer suing you.

“An Abmahnung (German term for a written warning) is a formal request by one person to another person to forthwith stop a certain behavior such as an unverified claim.

If this formal request is made by an attorney, then it is similar to a cease-and-desist letter (Not an Order).

In most cases, the law allows the party sending the letter to demand payment of legal costs associated with the sending of the letter. In theory, this allows anybody that observes a violation of a law that may be covered by an Abmahnung to hire an attorney, have a letter sent, and be reimbursed for the attorney’s fees. In practice, a lawyer may do this without having been hired by a client who has been wronged, in essence searching for violators of covered laws and demanding payment from them for having found them. Since the enormous proliferation of web sites, this abuse of the law has led to the so-called Abmahnwelle (-wave).”
The courts can be very strict in determining what proper validation is. But multiple publications of independent medically supervised ethic committee managed double blinds in a recognized long term peer reviewed medical journal are easily adequate for validation.

The lack of respect for the research process has put natural medicine into jeopardy.

At WHPRS they try to help companies to find their way through the quagmire of red tape and paperwork to get their items properly validated and verified. This is NOT impossible, it is indeed quite possible. It is possible and not that expensive to validate your claims, WHPRS knows how.

WHPRS has trained scientists, lawyers, doctors and research specialists to help people to validate natural and energetic medicine claims. Anyone can look up a products rating on the WHPRS site.

http://www.whprs-ratings.com/
Check a Product Validation Rating

If you do not see it ask WHPRS to investigate the product
World Health Products Rating Service

Start from the Bottom and work up
Click what you can Prove you have

11 European Governmental Professional Work Qualifications for using the device. Platinum rating.

10 Taught in accredited medical universities and your device/product appears or your peer reviewed medical studies are quoted in certified medical textbooks. This takes a minimum of seven years in peer reviewed medical journals. Gold rating.

9 Medically supervised, independently researched, double blinds, Peer reviewed medical journal publication Silver Rating.

8 Double Blind Independent Medically Supervised Studies.

7 Independent Medically Supervised Studies.

6 TESTIMONIALS, STORIES OR clinical studies done by your personal staff. Proper Ethics Committees and or Institutional Review Boards are needed, as well as informed consent and full compliance with the Helsinki research accord.

5 SCIENCE + DEVICE STUDIES + SAFETY Registration + MEDICAL CLAIM Registration - here your device/product is proven safe, and effective for medical uses in the claims you specify in your registration.

4 SCIENCE + DEVICE STUDIES + SAFETY Registration - here your device is safety tested to CE standards.

3 SCIENCE + DEVICE STUDIES - bench tested for performance specs.

2 SCIENTIFIC THEORY - accepted science.

1 MAGICAL THINKING SCIENCE - here pseudo-science, unproven theories.

0 DIVINATION - the devices uses subtle muscle control of the therapist.

-1 FRAUDULENT-STOLEN - Completely Illegal.